

LISTING OF THE CLAIMS

This listing of claims shall replace all prior versions and listings of the claims.

1-179. **(Canceled).**

180. (Previously Presented) A method, comprising:

determining, using a computing device, an initial price of a financial instrument based at least in part on an estimated revenue for a movie, in which the financial instrument represents the movie;

receiving an order to buy the financial instrument;

receiving an order to sell the financial instrument;

determining, using the computing device, an imbalance between a quantity of received buy orders and a quantity of received sell orders for the financial instrument;

determining, using the computing device, a price of the financial instrument based at least in part on the imbalance; and

executing a trade on the financial instrument at the determined price.

181. (Previously Presented) The method of claim 180, in which the estimated revenue for the movie comprises a potential box office revenue for the movie.

182. (Previously Presented) The method of claim 180, further comprising:

attaching a warrant with a strike price to the financial instrument.

183. (Previously Presented) The method of claim 180, further comprising:

determining that the imbalance exceeds a threshold; and

stopping trading of the financial instrument based on the imbalance exceeding the threshold.

184. (Previously Presented) The method of claim 183, in which determining the price of the financial instrument comprises:

determining a price increase for the financial instrument based on the imbalance.

185. (Previously Presented) The method of claim 184, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price increase; and

increasing the price of the financial instrument when the price increase exceeds the threshold.

186. (Previously Presented) The method of claim 184, in which determining the price of the financial instrument further comprises:

increasing a previous price of the financial instrument from a previous cycle by the price increase.

187. (Previously Presented) The method of claim 183, in which determining the price of the financial instrument comprises:

determining a price decrease for the financial instrument based on the imbalance.

188. (Previously Presented) The method of claim 187, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price decrease; and

decreasing the price of the financial instrument when the price decrease exceeds the threshold.

189. (Previously Presented) The method of claim 187, in which determining the price of the financial instrument further comprises:

decreasing a previous price of the financial instrument from a previous cycle by the price decrease.

190. (Previously Presented) The method of claim 180, in which receiving the order to buy the financial instrument comprises:

receiving, from a remote device, the order to buy the financial instrument, in which the computing device and the remote device are in communication over a network.

191. (Previously Presented) An apparatus, comprising:

at least one computing device; and

a non-transitory tangible medium storing instructions that, when executed by the at least one computing device, cause the at least one computing device at least to:

determine an initial price of a financial instrument based at least in part on an estimated revenue for a movie, in which the financial instrument represents the movie;

receive an order to buy the financial instrument;

receive an order to sell the financial instrument;

determine an imbalance between a quantity of received buy orders and a quantity of received sell orders for the financial instrument;

determine a price of the financial instrument based at least in part on the imbalance; and

execute a trade on the financial instrument at the determined price.

192. (Previously Presented) The apparatus of claim 191, in which the estimated revenue for the movie comprises a potential box office revenue for the movie.

193. (Previously Presented) The apparatus of claim 191, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

attach a warrant with a strike price to the financial instrument.

194. (Previously Presented) The apparatus of claim 191, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

determine that the imbalance exceeds a threshold; and

stop trading of the financial instrument based on the imbalance exceeding the threshold.

195. (Previously Presented) The apparatus of claim 194, in which determining the price of the financial instrument comprises:

determining a price increase for the financial instrument based on the imbalance.

196. (Previously Presented) The apparatus of claim 195, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price increase; and

increasing the price of the financial instrument when the price increase exceeds the threshold.

197. (Previously Presented) The apparatus of claim 195, in which determining the price of the financial instrument further comprises:

increasing a previous price of the financial instrument from a previous cycle by the price increase.

198. (Previously Presented) The apparatus of claim 194, in which determining the price of the financial instrument comprises:

determining a price decrease for the financial instrument based on the imbalance.

199. (Previously Presented) The apparatus of claim 198, in which determining the price of the financial instrument further comprises:

comparing a threshold to the price decrease; and

decreasing the price of the financial instrument when the price decrease exceeds the threshold.

200. (Previously Presented) The apparatus of claim 198, in which determining the price of the financial instrument further comprises:

decreasing a previous price of the financial instrument from a previous cycle by the price decrease.

201. (Previously Presented) The apparatus of claim 191, in which the at least one computing device comprises the non-transitory tangible medium.

202. (Previously Presented) The apparatus of claim 191, in which the at least one computing device does not comprise the non-transitory tangible medium.

203. (Previously Presented) An article of manufacture, comprising:
a non-transitory tangible medium storing instructions that, when executed by at least one computing device, cause the at least one computing device at least to:

- determine an initial price of a financial instrument based at least in part on an estimated revenue for a movie, in which the financial instrument represents the movie;
- receive an order to buy the financial instrument;
- receive an order to sell the financial instrument;
- determine an imbalance between a quantity of received buy orders and a quantity of received sell orders for the financial instrument;
- determine a price of the financial instrument based at least in part on the imbalance; and
- execute a trade on the financial instrument at the determined price.

204. (Previously Presented) The article of manufacture of claim 203, in which the estimated revenue for the movie comprises a potential box office revenue for the movie.

205. (Previously Presented) The article of manufacture of claim 204, further comprising the at least one computing device.

206. (Previously Presented) The article of manufacture of claim 203, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

- attach a warrant with a strike price to the financial instrument.

207. (Previously Presented) The article of manufacture of claim 203, wherein the instructions, when executed by the at least one computing device, further cause the at least one computing device at least to:

- determine that the imbalance exceeds a threshold; and
- stop trading of the financial instrument based on the imbalance exceeding the threshold.

208. (Previously Presented) The article of manufacture of claim 207, in which determining the price of the financial instrument comprises:

- determining a price increase for the financial instrument based on the imbalance.

209. (Previously Presented) The article of manufacture of claim 208, in which determining the price of the financial instrument further comprises:

- comparing a threshold to the price increase; and
- increasing the price of the financial instrument when the price increase exceeds the threshold.

210. (Previously Presented) The article of manufacture of claim 208, in which determining the price of the financial instrument further comprises:

- increasing a previous price of the financial instrument from a previous cycle by the price increase.

211. (Previously Presented) The article of manufacture of claim 207, in which determining the price of the financial instrument comprises:

- determining a price decrease for the financial instrument based on the imbalance.

212. (Previously Presented) The article of manufacture of claim 211, in which determining the price of the financial instrument further comprises:

- comparing a threshold to the price decrease; and
- decreasing the price of the financial instrument when the price decrease exceeds the threshold.

213. (Previously Presented) The article of manufacture of claim 211, in which determining the price of the financial instrument further comprises:

decreasing a previous price of the financial instrument from a previous cycle by the price decrease.